

## **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

- 1        1. (Currently amended) A method implemented by one or more  
2 computers of compensating a consumer for providing information to a first  
3 company, the method comprising:
  - 4            receiving a license request to create a license by posting the license  
5 request as at least one Web document within a Web site, the license granting the  
6 first company the right to sublicense the information, the license obligating the  
7 first company to provide the consumer with a percentage of the monies that the  
8 first company receives for sublicensing the information;
  - 9            requesting information from the consumer by posting an information  
10 request at least one Web document within the Web site, wherein the information  
11 includes areas of interest for the consumer;
  - 12            receiving the areas of interest from the consumer, wherein the areas of  
13 interest are received as entries associated with the posted information request;
  - 14            requesting detailed information about the consumer by posting a detailed  
15 information request as at least one Web document within the Web site;
  - 16            receiving the detailed information from the consumer, wherein the  
17 detailed information is received as entries associated with the posted detailed  
18 information request, wherein the information includes the detailed information  
19 related to the areas of interest for the consumer;

20           sublicensing the information to a second company, ~~wherein the~~  
21 ~~information is sublicensed to the second company without obtaining the~~  
22 ~~consumer's consent~~; and

23           providing the consumer with the percentage of the monies received for  
24 sublicensing the information to the second company.

1           2. (Currently amended) The method of claim 1, wherein receiving the  
2 ~~license request to create a license~~ includes receiving a request to create a license  
3 that obligates the first company to provide the consumer with 40% of the monies  
4 that the first company receives for sublicensing the information.

1           3. (Currently amended) The method of claim 1, wherein receiving the  
2 ~~license request to create a license~~ includes receiving a request to create a license  
3 that obligates the first company to provide the consumer with a first percentage of  
4 the monies that the first company receives for sublicensing the information if the  
5 consumer updates the information and a second percentage of the monies that the  
6 first company receives for sublicensing the information if the consumer does not  
7 update the information.

1           4. (Currently amended) The method of claim 1, wherein receiving the  
2 ~~license request to create a license~~ includes receiving a request to create a license  
3 that obligates the first company to provide the consumer with a first percentage of  
4 the monies that the first company receives for sublicensing the information if the  
5 consumer updates the information within a first period of time, and a second  
6 percentage of the monies that the first company receives for sublicensing the  
7 information if the consumer updates the information within a second period of  
8 time, which is greater than the first period of time.

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1           5. (Canceled).

1           6. (Currently amended) The method of claim 1, wherein receiving the  
2 ~~license request to create a license~~ includes receiving a request to create a license  
3 that obligates the first company to obtain the consent of the consumer to  
4 sublicense the information to a second company if the second company is in a  
5 first industry sector but not if the second company is in a second industry sector.

1           7. (Currently amended) The method of claim 1, wherein receiving the  
2 detailed information includes receiving one or more of the following: marital  
3 status; spouse's name; home address; home phone number; business address;  
4 business phone number; email address; number of children; income level;  
5 employer name; and employment industry sector.

1           8. (Currently amended) The method of claim 1, wherein receiving the  
2 detailed information includes receiving the information from a consumer  
3 computer via the Internet.

1           9. (Currently amended) The method of claim 1, wherein receiving the  
2 detailed information includes receiving the information from a telephone.

1           10. (Currently amended) The method of claim 1, wherein receiving the  
2 detailed information includes receiving the information from a handheld  
3 computer.

1           11. (Canceled).

1           12. (Currently amended) The method of claim 1, wherein receiving the  
2 detailed information includes sending an email to a computer that includes a  
3 hyperlink.

1           13. (Currently amended) The method of claim 1, wherein the license  
2 request to create a license is received before the information is received.

1           14. (Currently amended) The method of claim 1, wherein at least one  
2 term in the license is based upon the detailed information.

1           15. (Currently amended) The method of claim 1, wherein at least one  
2 term in the license is based upon the information and wherein the license request  
3 ~~to create a license~~ is received after the information is received.

1           16. (Currently amended) The method of claim 1, wherein the license  
2 request ~~to create a license~~ is received after the information is received.

1           17. (Currently amended) A method implemented by one or more  
2 computers of compensating a consumer for providing information to a first  
3 company, the method comprising:  
4           receiving a license request to create a license by posting the license  
5 request as at least one Web document within a Web site, the license granting the  
6 first company the right to sublicense the information, the license obligating the  
7 first company to provide the consumer with a first percentage of the monies that  
8 the first company receives for sublicensing the information if the consumer  
9 updates the information within a certain time period and a second percentage of  
10 the monies that the first company receives for sublicensing the information if the  
11 consumer does not update the information within the certain time period;

12           requesting information from the consumer by posting an information  
13 request as at least one Web document within the Web site, wherein the  
14 information includes areas of interest for the consumer;  
15           receiving the areas of interest from the consumer, wherein the areas of  
16 interest are received as entries associated with the posted information request;  
17           requesting detailed information about the consumer by posting a detailed  
18 information request as at least one Web document within the Web site;  
19           receiving the detailed information from the consumer, wherein the  
20 detailed information is received as entries associated with the at least one posted  
21 Web document, wherein the information includes the detailed information related  
22 to the areas of interest for the consumer;  
23           sublicensing the information to a second company, wherein the  
24 information is sublicensed to the second company without obtaining the  
25 consumer's consent; and  
26           providing the consumer with either the first percentage or the second  
27 percentage of the monies received for sublicensing the information to the second  
28 company.

1           18. (Canceled).

1           19. (Currently amended) The method of claim 17, wherein receiving  
2 the license request to create a license includes receiving a request to create a  
3 license that obligates the first company to obtain the consent of the consumer to  
4 sublicense the information to a second company if the second company is in a  
5 first industry sector but not if the second company is in a second industry sector.

1           20. (Currently amended) A method implemented by one or more  
2 computers of compensating a consumer for providing information to a first  
3 company, the method comprising:  
4           receiving a license request to create a license by posting the request as at  
5 least one Web document within a Web site, ~~the~~ the license granting the first  
6 company the right to sublicense the information, the license obligating the first  
7 company to provide the consumer with a first amount if the consumer updates the  
8 information within a certain time period and a second amount if the consumer  
9 does not update the information within the certain time period;  
10          requesting information from the consumer by posting an information  
11 request as at least one Web document within the Web site, wherein the  
12 information includes areas of interest for the consumer;  
13          receiving the areas of interest from the consumer, wherein the areas of  
14 interest are received as entries associated with the at least one posted Web  
15 document;  
16          requesting detailed information about the consumer by posting a detailed  
17 information request as at least one Web document within the Web site;  
18          receiving the detailed information, wherein the detailed information is  
19 received as entries associated with the at least one posted Web document, wherein  
20 the information includes the detailed information related to the areas of interest  
21 for the consumer;  
22          sublicensing the information to a second company, wherein the  
23 information is sublicensed to the second company without obtaining the  
24 consumer's consent; and  
25          providing the consumer with either the first amount or the second amount.

1           21. (Canceled).

1           22. (Currently amended) The method of claim 20, wherein receiving  
2 the license request to create a license includes receiving a request to create a  
3 license that obligates the first company to obtain the consent of the consumer to  
4 sublicense the information to a second company if the second company is in a  
5 first industry sector but not if the second company is in a second industry sector.